

# Web Site Planning Worksheet

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
Date: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

## What is the purpose of your site?

Before your site is designed, you should know what you want it to accomplish. If you don't know the purpose of your site, neither will your visitors.

Please check all that will apply to the purpose of your site:

- Sell products or services
- Provide technical data, FAQ's or product information
- Communicate with your customers
- Increase visibility of your business/product/service
- Resource for data/email collection
- Other (describe) \_\_\_\_\_

## Why would prospects/customers use your site?

- Product information and specifications
- Find a location to purchase
- Discover a unique product
- Ease of purchase
- Communicate with other users
- Other (describe) \_\_\_\_\_

## Who is your audience?

The more you know about your customers the better you can serve them. This worksheet will help you identify and define who your customers are, how often they purchase from you and why they do business with you instead of your competitor.

1. Describe your customer using the applicable descriptions (Be as specific as you can):

Gender: \_\_\_\_\_ Age: \_\_\_\_\_ Marital Status: \_\_\_\_\_ Ethnic Origin: \_\_\_\_\_  
Race: \_\_\_\_\_ Religion: \_\_\_\_\_ Education: \_\_\_\_\_ Occupation: \_\_\_\_\_  
Location: \_\_\_\_\_ Experience: \_\_\_\_\_ Interests: \_\_\_\_\_  
Skills: \_\_\_\_\_  
Industry Type: \_\_\_\_\_ Other: \_\_\_\_\_

Example: Commercial outfitters who require river transportation to take clients fishing and hunting. (Product: commercial fishing boats)

Example: Female supervisors of commissioned sales forces (product: inspirational cards)

Describe: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. What makes your product/service unique? How will your prospects benefit by using your product/service/site?

Example: Users of my product will generate additional income for their business.

Example: My site will be the only place they can find and purchase this product.

Your description:

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3. Your message should be specific and aimed at your audience and must complement or be the same as the message your use for your print materials.

Example: Cards4Work's Library of Cards makes employee recognition and motivation effective, professional, and easy for you.

Example: Fabricating function with style, Pacific Cabinets specializes in casework for medical and laboratory facilities.

Your message:

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## **What are the basic site components?**

### **Step 1: Domain Name**

Your domain name is the address that your customers will use to find you online. It is the center of your internet identity. When registering a domain name there are a few things to keep in mind:

- Make your name memorable
- Describe your business. For example: [www.alignthespine.com](http://www.alignthespine.com) is a good name for a chiropractor.
- Keep it short. Remember your customers will need to remember and type your name into their browser after hearing or seeing it only once.

### **Step 2: Search and Evaluate**

Take a moment to examine your favorite sites. **Identify at least 3 sites that you like and put the web addresses here:**

http:// \_\_\_\_\_  
http:// \_\_\_\_\_  
http:// \_\_\_\_\_

What features do you like about these sites?

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What features don't you like?

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**Step 3: Basic "Brochure" Site Checklist**

This workbook is designed to assist in the development of a simple brochure or beginning web site. This is the area where you can share the a "vision" of how you want your website to look. Please take a few minutes to sketch it. It doesn't have to be perfect, and if you don't have one in mind that is ok a simple sketch helps the creative thought process to get started.

**Please create sample content for each of these pages (remember this is sample content):**

**Home** (This is the main page of the site)

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**About Us** (Give the visitor a reason to care about you – tell us your story)

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**Products/Services** (Quality graphics and accurate descriptions help here)

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**Contact Us** (Include the contact information your audience will want to know)

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**Links/News** (Provide the links and a brief description of where the link will take visitors along with news or announcements you want listed)

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**Legal Statement(s)** (Most commercial web sites include a statement of Copyright, Privacy and Terms of Use to protect themselves and their clients. Which of these will you want included?)

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**Step 4: Outlines**

Will you take one or more blanks sheets of paper and sketch out your vision of what your pages will look like. Remember these are rough sketches, nothing fancy here. The basic pages include: Home Page, About Us, Products\Services, Contact Us, Links\News. These sketches will assist in the development of your web site.

### **Step 5: What's Next?**

Once your basic "brochure" site has been developed, you will need to consider the following:

- Find a host for your website. There are many hosts both local and national. Make sure the host service and price is what you need and can afford.
- Search Engine Submission. To get your name out, you probably need to register with search engines. You can do this on your own or hire a service to do this for you.
- Maintain the site. You will need to find someone, either in-house or to hire that can keep your web site up-to-date. This is important to remain credible with those who visit your website.
- Expanding to dynamic elements. At some point, you may want to begin selling products or services. This requires database connectivity, merchant accounts, shopping carts, credit card validation and processing. A good web hosting company should be able to help you with these things or many professional web developers can also assist you.